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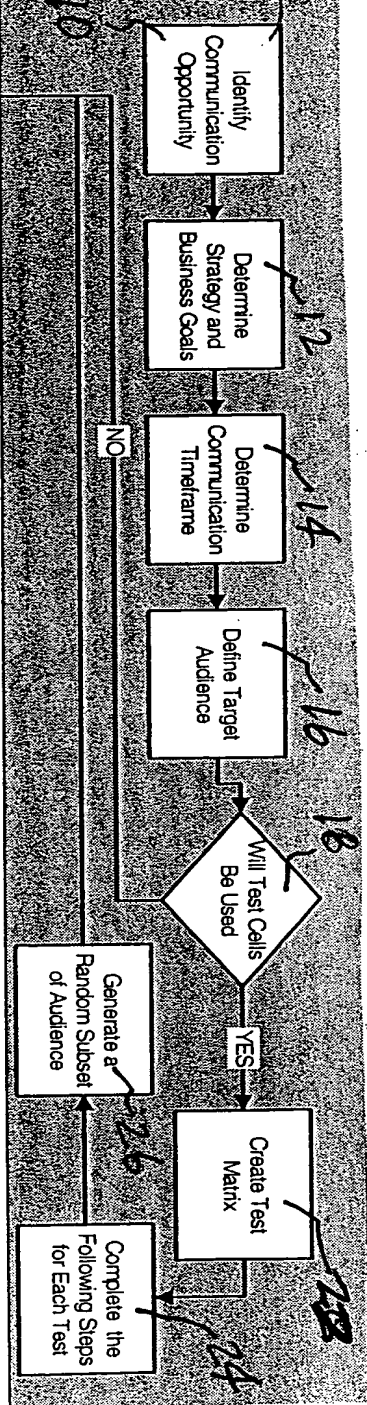
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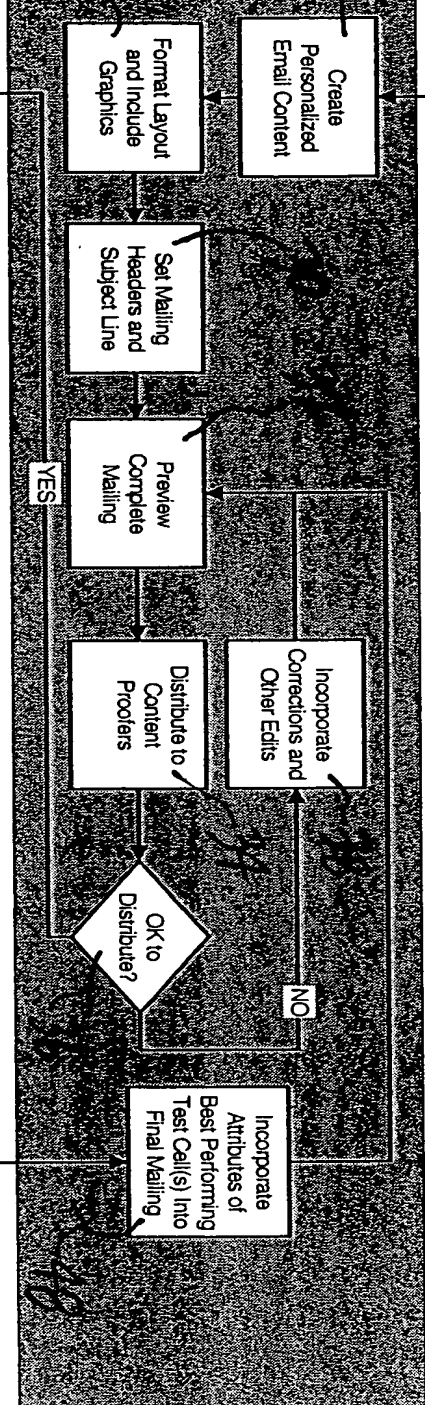
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F16-1

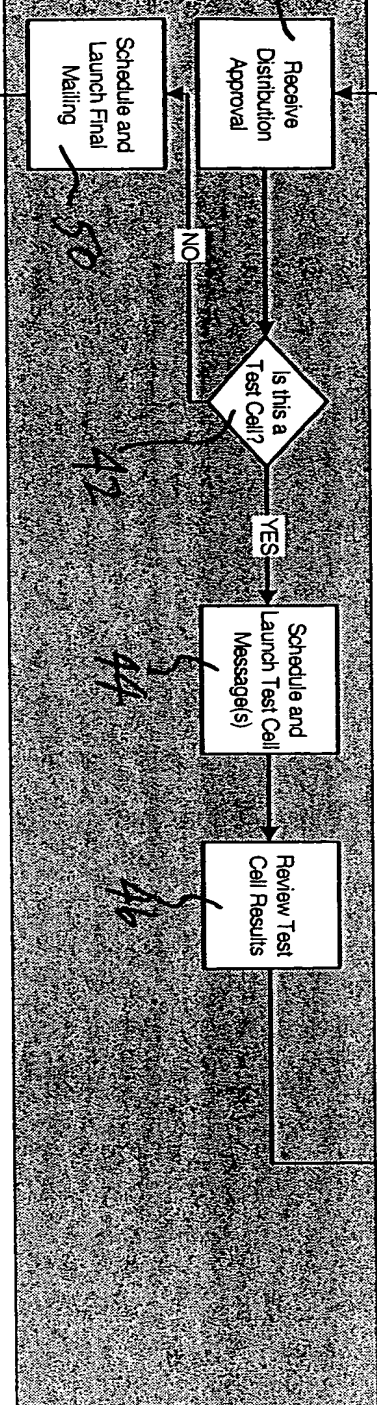
## Strategy



## Design



## Execution



## Analysis

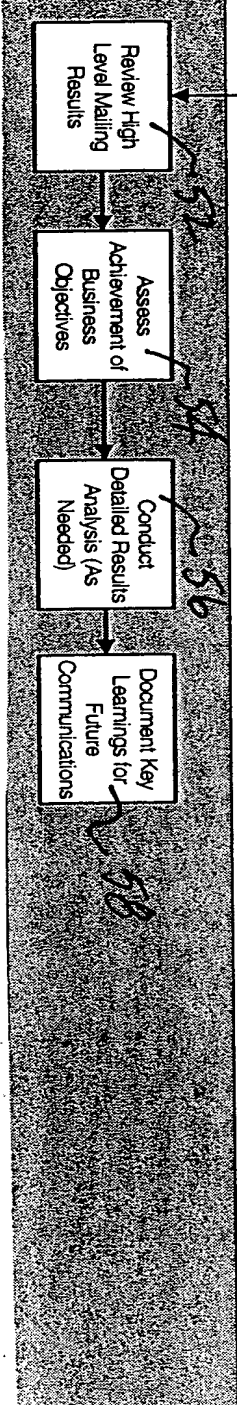


FIG. 2

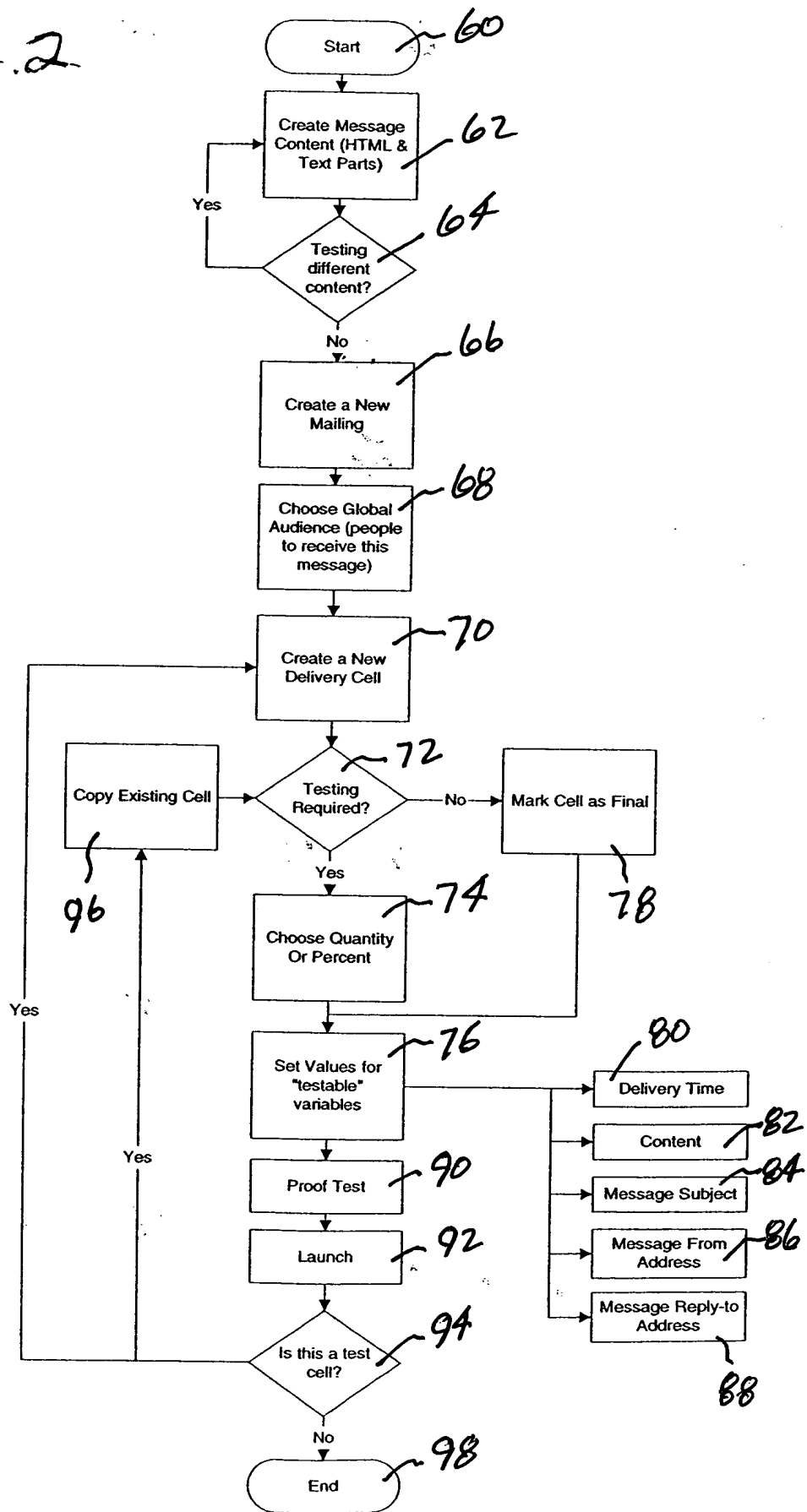


FIG. 3

NEW BUTTON

1. Add a row to the formats iframe
2. Set default values as follows:

Field	Value
Name	Message Cell #n
Status	Draft
Message Type	Random Sample (Quantity radio selected)
Mailbox	Default marketing mailbox

- All other values are blank or unset

FIG. 4

COPY BUTTON

1. Copy the currently highlighted row.
2. Create a new row in the formats iframe and highlight it.
3. Load the data for the newly created copy into the bottom edit area.
4. Per field handling is as follows:
  - Copy the following as-is: Document, Proof List, Subject, Mailbox, From Name, From Address, Reply Name, Reply Address
  - Name – prepend “Copy - “ to the current name
  - Status – set to ‘Draft’
  - Message Type – always clear out the value and select the ‘Quantity’ radio button
  - Send Date/Time – unset (no value)
  - Send Proof on Update checkbox – unselected
  - Created By and Updated By – account id of the currently logged in staff person

FIG. 5

DELETE BUTTON

1. Alert a confirmation message
  - If the message cell was loaded from the database, then alert "Are you sure you want to delete? To cancel this operation you must abandon all current edits"
  - If the message cell was created during the current edit session, then alert "Are you sure you want to delete? This operation can not be undone."
2. Clear all data from the bottom edit area
3. Delete the currently selected row from the iframe
4. Do not select another row in the formats iframe and disable the bottom edit area.

FIG. 6

MESSAGE CELL EDITING

1. If the user highlights a message cell where the status is 'Complete' or 'Closed' then disable the message cell from being edited. The user will still need the ability to view the message cell in a read-only mode.
2. The user cannot delete a message cell if the num\_sent is greater than 0.
3. The first time a message cell is loaded in a mailing edit session, the 'Send Proof on Update' checkbox should be unselected. Subsequent loads during the same edit session should maintain the state of the checkbox (stay checked if the user checks it).

FIG. 7

MESSAGE CELL CREATE/UPDATE VALIDATION

1. Required fields that should cause an alert and delay the update of the message cell:
  - Name
  - Status – inherently required since the select box won't contain a -- option. No checking code required.
  - Message Type – the user must either
    - Check the 'Final' checkbox, or
    - Select 'Quantity' or 'Percent' and enter an integer value in the input box
  - Send Date/Time
  - Document
  - Subject
  - Mailbox
2. There can only be one message cell marked as 'Final' for a given mailing. Once any message cell is marked as final, we will disable the 'Final' checkbox for all other message cells.
3. The user cannot mark a message cell as 'Final' unless all of the other message cells have a status of 'Complete' or 'Closed'. This means that you can't create a test cell and a final cell in the same edit session.
4. If a 'Final' cell exists, then no other cells can be created and both the 'New' and 'Copy' buttons will be disabled.
  - **Caveat:** a 'Final' Cell can still be deleted as long as the num\_sent value is 0. So, when a 'Final' cell gets deleted using the 'Delete' button, the 'New' and 'Copy' buttons on the Delivery tab should become enabled.
5. If there are multiple message cells that have a Message Type of 'Percent' then the total of those percentages cannot exceed 100.

Mailing Console (Jason)											
<div style="float: right; text-align: right;">Records Found: 2</div> <div style="clear: both;"></div>											
<b>Top Level &gt; Marketing &gt; Monthly Newsletters</b>											
Name	Launch	Status	Sent	Delivered	Opened	All Open	Clicked	All Click			
1 July Newsletter	07/22/2003 09:00	Complete		156746	98202	98202	12541	12541			
2 October Newsletter				0	0	0	0	0			

Mailing		Delivery	Debug
<p><b>Name:</b> July Newsletter</p> <p><b>Category:</b> Marketing Monthly Newsletters</p> <p><b>Audience:</b> Segment - Marketing Opt-In</p> <p><b>Audience Count:</b> Not Calculated</p> <p><b>URL Parameters:</b> &amp;cpgn=JulyNewsletter</p>	<p><b>Mailing ID:</b> 1</p> <p><b>Status:</b> [no value]</p> <p><b>Planned Launch:</b> <input checked="" type="checkbox"/> 7/22/2003 9:00</p> <p><b>Send Date/Time:</b> 07/22/2003 09:00 AM</p> <p><b>Created:</b> [no value]</p> <p><b>Last Updated:</b> 09/30/2003 01:52 PM</p>	<p><b>Notes</b></p> <p>July 2003 Customer Service OnTarget Newsletter.</p>	
<input type="button" value="Update"/> <input type="button" value="Cancel"/> <input type="button" value="Delete"/>		<input type="button" value="Spilling"/>	

Done



FIG. 9

Mailing Console (Jason)

Top Level > Marketing > Monthly Newsletters

Records Found: 2

Name	Launch	Status	Sent	Delivered	Opened	Clicked	All Click
1 July Newsletter	07/22/2003 09:00	Complete	165000	156746	98202	98202	12541
2 October Newsletter			0	0	0	0	0

Mailing

Delivery

Debug

Name	Status	Send Date/Time	Sent	Delivered	Opened	Clicked	Replied	Unsub.
Subject Option A - 9am PST	Complete	7 / 20 / 2003 9:00	8250	7837	5094	784	39	8
Subject Option B - 9am PST	Complete	7 / 20 / 2003 9:00	8250	7825	3521	470	39	8
Sub A - 2pm PST	Complete	7 / 21 / 2003	8250	7846	4315	528	39	8
Final	Complete	7 / 22 / 2003 9:00	140250	133238	85272	10559	533	133

Name

Subject Option A - 9am PST

Status

Complete

Send Date/Time

7 / 20 / 2003 9:00

Cell Type

Final

Quantity

5

Percent

7 / 20 / 2003 9:00

Document

July '03

Browse

Preview

Mailbox

Marketing

Name

RightNow Technologies

Address

RightNow Technologies

Subject

July OnTarget Newsletter

From

RightNow Technologies

Reply To

RightNow Technologies

Send Proof on Update

Update

Cancel

Delete

Spelling

Done

User: Jason Mittelstaedt

5:20 PM